

Reg No:.....

K24FY1406

Name :.....

**First Semester FYUGP Management Studies Examination**  
**NOVEMBER 2024 (2024 Admission onwards)**  
**KU1DSCBBA101 (MANAGERIAL ECONOMICS)**  
**(DATE OF EXAM: 4-12-2024)**

Time : 120 min

Maximum Marks : 70

**Part A (Answer any 6 questions. Each carries 3 marks)**

1. What is the nature of managerial economics? 3
2. Explain the interdisciplinary nature of managerial economics 3
3. Define return in the business 3
4. What are the key determinants of demand? 3
5. Define of supply. 3
6. Explain the concept of cross elasticity of demand. 3
7. What are the factors of production? 3
8. What is the role of technology in production? 3

**Part B (Answer any 4 questions. Each carries 6 marks)**

9. Discuss the scope of managerial economics in decision-making. 6
10. What are the key phases of the business cycle? Briefly explain. 6
11. Explain how firms use the concept of marginalism to maximize profit. 6
12. What are the exceptions of law of demand? 6
13. What are the assumptions of law of demand? 6
14. Explain different types of supply curve and supply schedule. 6

**Part C (Answer any 2 question(s). Each carries 14 marks)**

15. Evaluate different factors affecting pricing policies. 14
16. Explain the different market structures and their characteristics. 14
17. What are the different types of economies of scale? 14